

**RJ REYNOLDS**

TOBACCO COMPANY

**COPY**

J. CAMPBELL / ROU 1610  
 PROMOTIONAL COORDINATOR  
 8889 MAIN STREET  
 WILLIAMSVILLE, NY 14221  
 (716) 634-4179  
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JULY, 98

**DORAL JACKPOT PROMOTION #801271 (PRODUCT IS 'PRE-SLEEVED')**

To:	RJR ACCOUNT #: #094931	CO:	J. McLEAN
	MR. E. BUSH	CC:	
	MID-VALLEY CANDY		
FAX #:	(717) 489-2199		

**PARTNERS PROMOTION REPORTING: DOR SEPT JACKPOT (MINIMUM 16 CHARACTERS)**

IF YOU REQUIRE TECHNICAL ASSISTANCE RELATIVE TO THE FORMAT REQUIRED USING THESE PROMOTION / BRAND DESCRIPTIONS ON YOUR WEEKLY TAPE / DISC SUBMISSIONS, CONTACT THE PARTNERS HELP DESK @ 1-800-230-9732.

UPC CASE 12300-	CASE SIZE	STATE USE	BRAND STYLE	NUMBER OF CASES	#/CARTONS TO PACK @ DISPLAY	#/SKUs (#545462) DISPLAYS / PREMIUMS
25467	6M		DORAL LT 100	3	1 (ONE CTN)	75
25469	6M		DORAL MEN LT 100	2	1 (ONE CTN)	
25468	6M		DORAL 100	3	1 (ONE CTN)	
25470	6M		DORAL ULT LT 100	2	1 (ONE CTN)	

PRODUCT PO # N/ADISPLAYS / PREMIUMS PO # N/A

DESCRIPTION	
8/17/98	PRODUCT ARRIVAL DATE
8/31/98	RETAIL DISTRIBUTION DATE (WEEK OF)
\$3,361.62	EFT \$ AMOUNT
4 CTNS	RETAIL BILLING PER DISPLAY
73	NO. OF DISPLAYS ON CUSTOMER LIST
\$140.00	PACKING PAYMENT (\$14.00 X 10 (6M) PROMOTED CASES)

DESCRIPTION	
8/17/98	DISPLAYS / PREMIUM ARRIVAL DATE
545462	ITEM NUMBER
1.3500	SKU CUBE
2.2600	SKU WT (W/OUT PRODUCT)
40 OFFERS	NO. RETAIL OFFERS PER DISPLAY
2	NUMBER OF EXTRA DISPLAYS

**PROMOTION DESCRIPTION:**

SEE ENCLOSED 'WHOLESALE PACKING INSTRUCTIONS'. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS PRE-SLEEVED, IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL.  
 (A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).  
 SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED CUSTOMER LIST.

CONSUMER RECEIVES COUPON FOR 40% OFF 2-PACKS ON NEXT PURCHASE.

**DISPLAY LOAD:**

PLACE TEN (10) PRE-SLEEVED PACKS OF SAME BRAND INTO EACH COLUMN.

**PARTNERS PROGRAM REQUIREMENTS:**

- DISPLAYS MUST BE SHIPPED TO RETAIL THE WEEK OF: 8/31/98.
- PACK / DELIVER EACH PROMOTION TO AT LEAST 90% OF ACCOUNTS ON ATTACHED CUSTOMER LIST WITHIN 3 WEEKS.
- PROMOTION AND BRAND DESCRIPTIONS MUST BE PROPERLY REPORTED ON TAPE / DISC SUBMISSIONS.
- RETURN THE ATTACHED CUSTOMER LIST WITH ANY RETAIL REFUSALS WITHIN 4 WEEKS AFTER RETAIL DELIVERY DATE.

JACKPOT.DOC

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## WORKPLAN VAP TEMPLATE LISTING

PAGE: 5

DATE: 98-07-07

TIME: 01:05 PM

WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>  
 TEMPLATE : 801271 80900 DOR SEPT JACKPOT  
 TEMPLATE SEQ : 0919  
 SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162204	162223	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1				(717) 785-3553
162204	162223	712140	RJ'S FOOD MART INC	RR 2 BOX 19H	MESHOPPEN	PA	18630	1				(717) 833-2833
162204	162226	581942	SUSQUEHANNA BEVERAG	SOUTH MAIN STREET	HALLSTEAD	PA	18822	4			CIG	(717) 879-4677
162204	162223	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	1				(717) 281-9199
162204	162223	776478	CONVENIENT FOOD 300	HIGHLAND AVE	CLARKS SUMMIT	PA	18411	1		1418-0100		(717) 587-2334
162204	162223	706820	CONVENIENT FOOD 302	330 NORTHERN BLVD	CHINCHILLA	PA	18410	1		1418-0100		(717) 586-3406
162204		269979	DEWINGS BUSY MART	MAIN STREET	MONROETON	PA	18832	1				(717) 265-2096
162204	162223	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1				(717) 833-5494
162208	162222	536651	CONVENIENT FOOD#301	142 S MAIN ST	PITTSSTON	PA	18640	1		1418-0100		(717) 655-3031
162208	162220	746242	BACK MOUNTAIN TBCO	ROUTE 309-415 PLA	DALLAS	PA	18612	4			CIG	(717) 675-2663
162208	162220	715535	CFM OF PA. #3005	283 PIERCE ST	KINGSTON	PA	18704	1		1418-0200		(717) 287-9809
162208	162222	777434	FRANCIS NEWS	287 MAIN ST	PITTSSTON	PA	18641	1				(717) 655-5282
162208	162222	960297	CONVENIENT FOOD 300	410 N MAIN ST	OLD FORGE	PA	18518	1		1418-0100		(717) 562-1443
162209	162221	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	1				(717) 421-7580
162209	162227	584016	TOBACCO ROAD II INC	ALPINE PLAZA	HONESDALE	PA	18431	4		4058-0000	CIG	(717) 253-0238
162209	162229	687425	TOBACCO ROAD IV	ROUTE 940 MT POCONO	MOUNT POCONO	PA	18344	4		4058-0000	CIG	(717) 839-1838
162209	162229	739242	TOBACCO ROAD V	FOUNTAIN SPRING P	TANNERSVILLE	PA	18172	4		4058-0000	CIG	(717) 688-1075
162209	162229	646088	TOBACCO ROAD 111	RT 590	HAMLIN	PA	18427	4		4058-0000	CIG	(717) 689-7525
162209	162222	412784	MONTAGE TOBACCO	632 DAVIS ST	SCRANTON	PA	18505	4			CIG	(717) 342-3388
162209	162223	469492	TOBACCO ROAD I INC	ALTIER PLAZA ROUT	MAYFIELD	PA	18433	4		4058-0000	CIG	(717) 876-5023
162209	162229	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINES	PA	18350	1				(717) 646-3818
162209	162222	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	1				(717) 343-8991
162209		185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	1				(717) 342-7472
162209	162222	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	1				(717) 344-4001
162209		531603	RT 6 EXPRESS MART	801 GRANDVIEW AVE	HONESDALE	PA	18431	1		1436-0000		
162209		534737	PROPT BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	1				(717) 876-2518
162209	162229	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	1				(717) 424-8225
162209	162222	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	1		1418-0100		(717) 969-7555
162209	162229	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1				(717) 421-2091
162209	162222	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	1		0362-0101		(717) 961-5542
162209	162222	667469	CFM OF PA. INC #303	899 DAVIS ST	SCRANTON	PA	18505	1		1418-0200		(717) 346-3004
162209	162222	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	3				(717) 343-3393
162209		725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	2				(717) 344-4406
162209	162222	742094	CONVENIENT FOOD 300	1801 PITTSSTON AVE	SCRANTON	PA	18505	1		1418-0100		(717) 344-4214
162209	162222	776968	CONVENIENT FOOD 300	BLVD & OLUPHANT	SCRANTON	PA	18509	1		1418-0100		(717) 343-4847
162209	162222	777319	TELLS CORNER NEWS	1010 DIAMOND AVE	SCRANTON	PA	18508	1				(717) 344-5887
162209	162223	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	1				(717) 343-1237
162209	162229	785145	CFM OF PA. INC #302	1100 MOOSIC ST	SCRANTON	PA	18505	1		1418-0200		(717) 342-5999
162209		818221	COUSIN CONVENIENT	202 BETTY ST	EYNON	PA	18403	1				(717) 876-0200
162209	162222	973077	CONVENIENT FOOD 302	401 WYOMING AVE	SCRANTON	PA	18503	1		1418-0100		(717) 969-9020
162210	162227	738953	TOBACCO ROAD VI	WESTFALL TOWN CEN	MATAMORAS	PA	18336	4		4058-0000	CIG	(717) 491-5301
173806	173820	092274	CONVENIENT FOOD#301	700 FRONT ST	FREELAND	PA	18224	1		1418-0100		(717) 636-0603

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TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
173806	173820	777540	CONVENIENT FOOD#301	51 W JUNIPER ST	HAZLETON	PA	18201	1		1418-0100		(717)454-2110

PAGE BREAK TOTAL ACCOUNTS 43 TOTAL QUANTITY 73

TEMPLATE TOTAL ACCOUNTS 43 TOTAL QUANTITY 73

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# We're Giving Customers A Million Good Reasons To Stop By Your Store In September.

## Doral's Price Check Jackpot!

Doral is introducing the Price Check Jackpot, giving customers a chance to hit the jackpot and win a cool million dollars.

To enter, adult smokers will need to visit your store for entry forms and to check the prices of Doral and GPC or Basic.

In-store, we're providing a unique, impactful display and advertising materials that will draw attention and create a sense of excitement. These materials will be delivered to your store by Sept. 1st. Please price and place immediately upon arrival.

Doral will support this promotion with direct mail advertising.

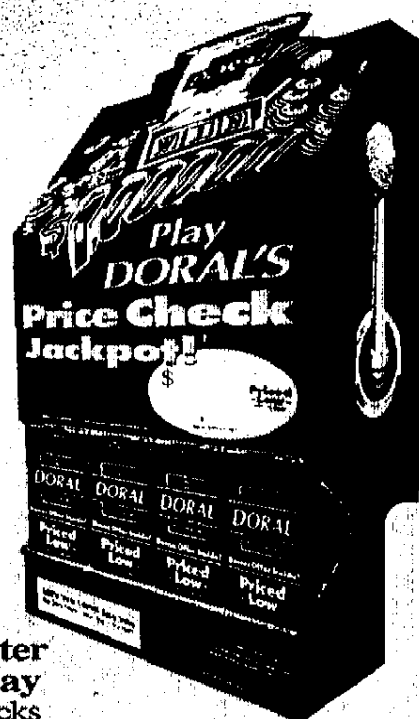
In September, everyone comes out a winner with Doral's Price Check Jackpot.



Easel Card  
w/Entry Forms



Wobbler



Counter  
Display  
(40 packs  
per display)

Additional Support Pieces:\*

Pack Outlet  
Small Paster

Cigarette/Tobacco Store Outlet  
Large Paster  
Banner  
Standee

\*Adhesive numbers and a pricing pen will be included for you to price the materials.